UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/503,532	02/14/2000	William Y. Hall	blbv-24.759	6743

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3622	

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Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 10/03)

	Application No.	Applicant(s)
Office Action Summary	09/503,532	HALL, WILLIAM Y.
	Examiner	Art Unit
	Jean Janvier	3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE _3_ MONTH(S) FROM
THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed
  after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any
  earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☐ Responsive to communication(s) filed on _____ .

2a)☒ This action is **FINAL**.   2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is
closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) _1-3,8,9,11-19,23,24 and 26-38_ is/are pending in the application.

    4a) Of the above claim(s) _31-38_ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) _1-3,8,9,11-19,23,24 and 26-30_ is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All b)☐ Some * c)☐ None of:

        1.☐ Certified copies of the priority documents have been received.

        2.☐ Certified copies of the priority documents have been received in Application No. _____ .

        3.☐ Copies of the certified copies of the priority documents have been received in this National Stage
        application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
    Paper No(s)/Mail Date _03/14/2005_.
4) ☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____ .

U.S. Patent and Trademark Office
PTOL-326 (Rev. 1-04)   Office Action Summary   Part of Paper No./Mail Date 2

Response To Applicant's Amendments

Newly submitted claims 31-38 directed to an invention that is independent or distinct

from the invention originally claimed for the following reasons.

Independent claim 31, for example, recites, among other things, "at the commercial transaction, **ordering the filtered update information and the filtered advertising information for presentation in accordance with the decoded profile information to thereby produce programming information·**"

Since applicant has received an action on the merits for the originally presented

invention, this invention has been constructively elected by original presentation for

prosecution on the merits. Accordingly, claims 31-38 are being withdrawn from consideration

as being directed to a non-elected invention. See 37 CFR 1.142(b) and MPEP § 821.03.

Response to Arguments

In reply to the Applicant's remarks, the Examiner admits that the process of **storing data**

or an advertisement and update information in a local database associated with a POS as

opposed to recording the information in a remote database does not have any patentable weight

per se because in either case the advertisement and update information (data) are retrieved from

either the local database or the remote database (in a manner transparent to the user) and

displayed on an interface or output device the same way once the user had been properly

identified at a POS during a transaction. Having said, however, the Examiner is about to

demonstrate or show that there is enough evidence in the prior art made of record here to support

the fact that the advertisement and update information are locally stored and retrieved and

displayed to an identified customer during a transaction.

First, Terranova discloses a system for automatically providing customer preferences (select information or advertisement and update information, such as advertising, news, weather report, stock quotes, etc., that the identified customer indicated that he would like to see during a visit at the pump) during a fueling operation. The system includes a fuel dispenser with an audio/video customer interface having a display and audio system. Wireless communications electronics are associated with the dispenser and adapted to receive signals including indicia from remote communications units or transponder related to the customer. A control system and memory, corresponding to the dispenser or fuel pump, are provided to receive the indicia from a remote communications unit and provide a customer with select information, predefined by the customer, at the customer interface. The selected information is chosen by the customer, during a registration process, and associated with the remote communications unit prior to the transaction. Notably, the control system may include a dispenser controller, a central site controller, a control system associated with a remote network, or any combination thereof (See abstract).

Here, Terranova discloses a system that allows a customer to pre-select which types of information (select information) he wishes to access at a fuel dispenser station or other station. With the current systems in the fuel dispensing industry, a customer uses a credit card to initiate and authorize a fuel transaction. The customer card number is read by the fuel dispenser and sent back to the fuel site controller. The fuel site controller sends the credit card number to a host network through modem or other data network communications. The host computer looks up the credit card number and authorizes the fuel transaction with a message back to the site controller. Every time the customer uses the particular credit card to authorize a fuel transaction the host computer may not only authorize the card, but also look up the pre-registered information stored for that particular credit card and send a message back to the site controller indicating the customer's preferences. The site controller, associated with the fuel dispenser, could provide this

information to the customer automatically at the fuel dispenser without having to make any selections. The manner in which pre-registration for credit cards may be accomplished could be by an application that is sent to the credit card or fuel card companies indicating the choice of information to be delivered. For example, the information choices could include weather reports, local traffic reports, stock reports, etc.

The site controller, related to the fuel dispenser, is further configured to determine customer preferences through the use of a transponder used by the customer. As noted, the transponder can be hand-held or car mounted. The car-mounted version of the transponder may be linked with the car's control system. **The transponder could reserve some of its user-memory to** <u>store</u> **customer preferences type of information). Whenever a customer uses the transponder (receiving an input from the customer) to authorize a fuel transaction, the transponder ID may be sent by the fuel dispenser to the site controller and on to the host network (remote database) so that a credit or fuel card number can be associated with the transponder ID to which the fuel will be charged.** During the authorization process, the fuel dispenser interrogator could also interrogate the transponder for the customer's information preferences locally rather than having to obtain this information from the host computer (however, the preference information or profile information may be stored in the remote host database). <u>This method would save bandwidth and access time by the site controller to the host computer.</u>

The Terranova's system provides features adapted to personalize a fueling operation on a customer-by-customer basis. In operation, the dispenser 18 will generally interrogate the transponder and receive customer preferences or an ID, which will allow the dispenser or associated control system to access customer preferences, early in the fueling operation.

Preferably, the information is accessed as the customer approaches the dispenser to enable the dispenser and associated systems to provide the customer with **a personalized greeting, pre-selected information, such as news, traffic, weather, scores or stock reports in addition to providing customer selected advertising, merchandising or entertainment presentations**. Typically, a customer fills out information relating to the types of information, greetings and multimedia presentations (profile data) he or she would be interested in receiving during a fueling operation. **The (preference) information is entered into a <u>database</u> associated with the transponder ID** (the customer's profile may alternately be stored in a remote database separate from the transponder memory) or actually <u>stored</u> on the transponder in a format capable of instructing the dispenser or central control system accordingly.

Reference or attention is now directed to FIGS. 26A and 26B. Once the customer preference information is in place, fueling processes will begin (block 1500) wherein the dispenser 18 receives transponder identification indicia (block 1505). **<u>The dispenser 18 will cooperate, over a network including a wireless network or Satellite system, with the central control system 50 and remote network 94 as necessary to receive and access customer preferences</u>**. Alternatively, the preferences may be downloaded from the transponder directly. The preferences may precondition fuel delivery (block 1515) by selecting the desired type of fuel and fuel grade, and providing a personalized greeting (block 1520). The greeting may be configured to visually and/or audibly provide a personal message such as "good morning" or "good afternoon Mr. Smith." Additionally, a customer may have selected preferences (psychographic profile) as to the type of advertising and merchandising (and weather reports, stock quotes, etc.) provided by the display 100 and audio/video electronics 86.

The advertising (and weather reports, stock quotes, etc.) may come from a dedicated auxiliary audio/video source 156 of fig. 5 (coupled to the dispenser controller 80), such as a laser disk player or digital video disk (DVD) (as well as via the remote network 94).

The network 94 may be associated with the Internet. The Internet provides a wide range of multimedia capabilities to the fueling environment relating to remote control and information dissemination.

Preferably, as discussed above, the indicia includes identification indicia and the select information (advertising and update information (news, weather reports, stock quotes, entertainment, etc.)) is stored in a memory (database) associated with the identification indicia (input) of the remote communications unit. The control system of the dispenser is adapted to access the selected information in the memory upon receipt of the identification indicia and provide the select information at the customer interface accordingly. The control system may also be adapted to access the select information at a remote network based on the indicia received from the remote communications unit and provide the select information to the customer interface. Additionally, the select information may be stored on an audio/visual source 156 directly coupled to the fuel dispenser controller 80 of fig. 5 and adapted for playback of audio/visual material according to the pre-selected customer information (psychographic profile) retrieved from the remote or central database. The select information may include news, entertainment, advertising and merchandising material. Additionally, the customer may elect to receive an audible or visual greeting at or near the beginning of the transaction. Further, the dispenser controller 80 has links to other data networks or systems besides the central or remote host database, including auxiliary source 156 of fig. 5, where it can retrieve and display the select information

(advertising and update information) on the dispenser interface to the identified customer during a transaction at the pump upon receiving the customer's preference information from the central or remote host database subsequently to forwarding to the central or host database by the dispenser controller 80 the customer received input or indicia. The dispenser control system 80 of fig. 5 provides a graphical user interface with keypad 102 and display 100. Audio/video electronics 86 is adapted to interface with the dispenser control system 80 and an auxiliary audio/video source 156 to provide advertising, merchandising and multimedia presentations to a customer in addition to basic transaction functions. The graphical user interface provided by the dispenser allows customers to purchase goods and services other than fuel at the dispenser (fig. 5; col. 2: 16: 16-32; col. 9: 9-35; col. 39: 16-19).

(Figs. 5 and 26; col. 2: 16: 16-32; col. 9: 9-35; col. 39: 16-1; col. 2: 16-57; col. 38: 9 to col. 42: 44).

Second, regarding the McCall's reference, Applicant argues that in the case that database 32 is local (i.e. directly connected to the POS), there is no disclosure of and no need for any transmission of the customer's preference information from a central location to the commercial transaction location because the customer information is already stored at the same location as the information it will filter. However, this conclusion is premature. Directly coupling or connecting database 32 to the POS does not automatically eliminate the need for storing a copy of the preference information (profile data) at a remote location (central database) where it is made available to all participating commercial locations or local POSes where the user may be

conducting a transaction at any given time. Otherwise, the system becomes inoperable once the customer moves from one commercial location having a database 32 'storing the user's preference data" to another commercial location with a database 32, which does not contain the user's preference information or at least an update version. In this case, it will be hard to determine when it is time to reward the identified customer. The above conclusion is well within the level of skills of an ordinary artisan.

The Applicant is herein being encouraged to review the Amo's reference included in the conclusion section.

Therefore, the Applicant's request for allowance or withdrawal of the last Office Action has been fully considered and respectfully denied in view of the foregoing response since the Applicant's arguments as herein presented are not plausible and thus, the current **Office Action has been made Final.**

Detailed Action

Specification

Status of the claims

Claims 1-3, 8, 9, 11-15, 16-19 and 23, 24 and 26-30 are being prosecuted on the merits and claims 5-7, **10**, 20-22 and **25** are canceled and newly added claims 31-38 are withdrawn from further consideration for the reasons cited above. The withdrawn claims should be canceled in a future correspondence.

Claim Objections

Claims 11, 12, 14 and 27 are objected to because of the following informalities:

Concerning claim 14, in examining the claim, the Examiner considers whether or not the structure of the prior art, as shown below, is capable of performing the functions recited in the claim. Further, for examination purpose, the claim is broadly interpreted.

Concerning claim 11, the limitations recited therein are interpreted as --using the customer's registration information to form the customer's profile utilized to prepare targeted presentation or programming for the customer in accordance with the customer's profile--.

Concerning claims 12 and 27, the limitations "...wherein the programming information is modified during the commercial transaction based on input from the user during the commercial transaction...." are rather inconsistent or premature. In other words, critical elements are missing or omitted from the claim limitations. First, the user's input is considered as an indicium or ID and not as profile data. Second, even if the user's input were to be treated as profile data received the user during an actual transaction, then this would have been inconsistent with the spirit of the current claimed invention, which normally transmitted the advertising and update information prior to the user conducting a transaction at the commercial location. As disclosed in the specificationand in the claimed invention, advertising and update information were previously transmitted to the commercial location for storage, wherein the commercial location receives an input or indicia from the user during a transaction and forwards the input to the central or remote database, which sends the user's preference data or profile in response to the commercial location for displaying a targeted (or modified)

merged advertising and update information (targeted programming) to the customer based on the customer's received profile or preference data. And the claims are interpreted accordingly.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351 (a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

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Claims 1, 3-4, 8, 9, 11-14, 16, 18, 19 and 23, 24, 26-29 are rejected under 35 U.S.C. 102(e) as being anticipated by Terranova, US Patent 6,422,464B1.

As per claims 1, 3-4, 8, 9, 11-14, 16, 18, 19, 23, 24, 26-29, Terranova discloses a method of and a system for automatically providing customer preferences during a fueling operation (commercial transaction). The system includes a fuel dispenser with an audio/video customer interface having a display and audio system. Wireless communications electronics are associated with the dispenser and adapted to receive signals including indicia from remote communications units (such as transponders related to registered customers). A control system and memory are provided to receive an indicia or an ID from a remote communications unit and provide a customer with select information, predefined by the customer, at the customer interface. The selected information is chosen by the customer and associated with the remote communications unit prior to the transaction. Notably, the control system may include a dispenser controller, a central site controller, a control system associated with a remote network, or any combination thereof (See abstract).

The present system is adapted to personalize a fueling operation on an individual customer basis (customized transaction). During a transaction, an interrogator will interrogate a transponder or a customer's remote communication unit and receive customer preferences or profile for identification indicia, which will allow the dispenser or associated control system to access predefined customer preferences or profile associated with that transponder and customer (identifying a customer through a transponder during a commercial transaction and retrieve the customer's preferences or profile in order to display targeted information or programming to the customer during the transaction). Typically, the preferences are determined early in the fueling or transaction operation. The information may be accessed as a customer approaches a dispenser to enable the control system to provide the identified customer with a personalized or customized programming such as personalized greeting, pre-selected information such as news, traffic, weather, scores or stock reports, in addition to providing customer-selected or customized advertising, merchandising or entertainment presentations prior to being issued a transponder or during a registration process (Presenting a customized programming including news or advertising to the customer during a commercial transaction). The customer may fill out an application or form, relating to the types of information, greetings and multimedia presentations he or she would be interested in receiving during a fueling operation. The customer-selected information will be entered into a database associated with the transponder ID or actually stored on the transponder in a format capable of instructing the dispenser or central control system to act accordingly during a transaction. Here, the customer's indicia include identification indicia and the select information is stored in the memory associated with the identification indicia of the remote communications unit or transponder. The control system is adapted to remotely and wirelessly access the selected information in the memory of the customer's transponder upon receipt of the identification indicia and provide the select information at the customer interface accordingly during the commercial transaction or fueling transaction. In another embodiment, the fuel control

system may also be adapted to access the customer's select information, chosen during a registration process, at a remote network based on the indicia received from the remote communications unit or transponder and provide the select information to the customer interface. Additionally, the select information may be stored on an audio/visual source adapted for playback of audio/visual material according to the pre-selected customer information. The select information may include news, entertainment, advertising and merchandising material. Furthermore, the customer may elect to receive an audible or visual greeting at or near the beginning of the transaction. The fuel control system may further be adapted to allow a customer to **modify the predefined selected information or programming during** a transaction to receive different or additional information. Preferably, the customer interface will include a keypad and display for effecting such modification.

Moreover, Terranova discloses a method for automatically providing customer preferences during a fueling operation. The method includes receiving indicia from a customer's remote communications unit, determining select types of information predefined by the customer using the indicia, accessing information defined by the select types of information, and providing the information to the customer during the transaction or fueling operation. The receiving step may further include receiving identification indicia for the remote communications unit and the accessing step may include accessing information according to the select types of information in database using the identification indicia. Notably, the information provided to the customer may be the indicia received from the transponder, such as a greeting, or the information may be selected or defined by the indicia received from the remote communications unit.

The system also provides an embodiment adapted to track the customer's transactions via a transponder throughout a number of fueling environments operatively associated with host network 94. The basic flow of transaction trackin.a is shown in FIG. 25 wherein a typical fueling operation begins (block 1400) by a transmission from the transponder of transponder identification indicia to the dispenser 18 (block 1410). During the transaction, transaction information are received from the

transponder and/or gathered by the <u>dispenser and central</u> control systems (blocks 1420 and 1430). The information received and gathered preferably includes information such as the type of transaction, the dollar amount per transaction, frequency of transactions, and the location of these transactions. The information gathered by the <u>central</u> control system 50 may be relayed to the host network or major oil company network 94 (block 1440). The information is updated and compiled at the host network (block 1450) to enable study of customer activities and transactions. This information is very valuable in presenting customized advertising and merchandising in the fueling environment to the identified customer. Once the information is compiled at the network 94, the process is ended (block 1460) (customer's transactions data are used to update the customer's profile data stored in a server database in order to present targeted advertising to the customer based on the updated profile). .

Moreover, the system monitors the customer's transactions not only to present targeted advertisements to the customer, but also to provide loyalty benefits to the customer. Indeed, loyalty benefits are provided to the customer based on the customer's current transaction, past transactions (purchase history), etc. The loyalty benefits may be stored in the memory of the customer's transponder, in the fuel controller database or in a host computer network database. Finally, the loyalty benefits may be redeemable during a current transaction or in subsequent transactions at a plurality of participating gas stations and transaction data associated with the redemption of the loyalty benefits are also monitored and used to update the customer's profile.

See cot. 1: 43 to cot. 2: 54; cot. 40: 22-33; cot. 36: 57 to cot. 37: 11; cot. 37: 41; cot. 14: 44 to cot. 18: 40.

Finally, preferably, as discussed above, the indicia includes identification indicia and the select information (advertising and update information (news, weather reports, stock quotes, entertainment, etc.)) is <u>stored</u> in a memory (database) associated with the identification indicia (input) of the remote communications unit. <u>The control system of the dispenser is adapted to access the selected information in the memory upon receipt of the</u>

<u>identification indicia and provide the select information at the customer interface accordingly</u>. The control system may also be adapted to access the select information at a remote network based on the indicia received from the remote communications unit and provide the select information to the customer interface. Additionally, the select information may be <u>stored</u> on an audio/visual source 156 directly coupled to the fuel dispenser controller 80 of fig. 5 and adapted for playback of audio/visual material according to the pre-selected customer information (psychographic profile) retrieved from the remote or central database. The select information may include news, entertainment, advertising and merchandising material. Additionally, the customer may elect to receive an audible or visual greeting at or near the beginning of the transaction. Further, the dispenser controller 80 has links to other data networks or systems besides the central or remote host database, including auxiliary source 156 of fig. 5, where it can retrieve and display the select information (advertising and update information) on the dispenser interface to the identified customer during a transaction at the pump upon receiving the customer's preference information from the central or remote host database subsequently to forwarding to the central or host database by the dispenser controller 80 the customer received input or indicia. The dispenser control system 80 of fig. 5 provides a graphical user interface with keypad 102 and display 100. Audio/video electronics 86 is adapted to interface with the dispenser control system 80 and an auxiliary audio/video source 156 to provide advertising, merchandising and multimedia presentations to a customer in addition to basic transaction functions. The graphical user interface provided by the dispenser allows customers to purchase goods and services other than fuel at the dispenser (fig. 5; col. 2: 16: 16-32; col. 9: 9-35; col. 39: 16-19).

(Figs. 5 and 26; col. 2: 16: 16-32; col. 9: 9-35; col. 39: 16-1; col. 2: 16-57; col. 38: 9 to col. 42: 445)

Claims 1-2, 15, 16-17 and 30 are rejected under 35 U.S.C. 102(e) as being anticipated by McCall, US Patent 6,152, 591A.

As per claims 1-2, 15,16-17 and 30, McCall discloses a system comprising a fuel dispenser with an interactive graphics interface or customer interface. The system easily retrofits onto an existing conventional fuel dispenser, thereby making it convenient and cheaper to integrate the interactive graphics interface or customer interface into an established conventional fuel dispenser. The system allows a customer to interact with commercials associated with secondary products or non-fuel products or amenities and other information outputted on the customer interface in an effort to encourage the customer to purchase amenities (music, food, etc.) sold at a store while buying gas at the pump or fuel dispenser. If the customer or identified customer decides to purchase at least one secondary product among a plurality of product categories while conducting a gas transaction, a receipt 700 of fig. 7, depicting the items purchased during the transaction, will be printed at the fuel dispenser subsequent to receiving a credit card or cash payment and the customer can take the receipt to the store where the secondary product(s) bought and paid for at the fuel dispenser can be picked up. Further, the system provides a manner in which to determine in real-time, during the transaction, whether or not it **is time to reward the identified customer based on a plurality of criteria including frequency** of purchase or past transactions (customer's profile) stored in central database 32 coupled to a central processor remotely located from a gas station POS where the customer is conducting a transaction (wirelessly transmitting customer's information

between the remote database of the central processor and the gas station POS). The rewards (loyalty benefits) or the customer's specific rewards (loyalty benefits) are stored in central database 32 wirelessly linked to the fueling POS or fueling environment (fig. 6). In general, the customer's rewards are contingent upon past and current transactions and are associated with the purchase of fuel and/or non-fuel products. In addition, the customer's transaction, occurring at the fuel dispenser, including at least one secondary or non-fuel product is recorded in database 32 and used for determining future rewards for the customer and commercials that should be presented to the customer via the customer interface. Finally, transactions can be conducted, at the pump or gas station, via a credit/debit card or in cash. In short, upon completion of the OFFER REWARD subroutine of step 308, execution proceeds to step 310 where the central and remote database 32 is updated with the transaction information for the customer. As mentioned previously, such information is used not only to update the customer's profile stored in database 32, but also to determine future offerings, commercials and rewards to the customer (fig. 6).

(See abstract; figs 1-8; cot. 7: 6 to cot. 8: 3; cot. 11: 33 to cot. 12: 10; col. 4: 12-31;col. 5: 44-54; col. 6: 14-21;).

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

US Patent 6,082,500A to Amo discloses a display apparatus within elevator cabs or elevator waiting areas that facilitates the simultaneous display of advertising and general news information is described. Broadcast from a remote control center, advertising and general news

information updates are transmitted to, and stored in a server located within a building and then forwarded to a display memory and subsequently displayed on a monitor according to a remotely modifiable program schedule. The display is updated such that it contains a copy of the latest broadcast schedule, as well as the advertisement and information programming, and automatically displays a days program according to the most current broadcast schedule. The display units as well as the building server are each individually addressable thus allowing groups of displays to be simultaneously updated from a remote centralized location with information such as news updates, customized advertising information and the like (See abstract).

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL.** See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication from the Examiner should be directed to Jean D. Janvier, whose telephone number is (571) 272-6719. The aforementioned can normally be reached Monday-Thursday from 10:00AM to 6:00 PM EST. If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's Supervisor, Mr. Eric W. Stamber, can be reached at (571) 272- 6724.
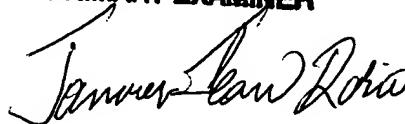
Non-Official- 571-273-6719

JDJ

05/26/05

Jean D. Janvier

Patent Examiner

Art Unit 3622

JEAN D. JANVIER
PRIMARY EXAMINER